

## IN THE SPECIFICATION

Please replace the text after the heading "SUMMARY OF THE INVENTION" on pages 11-<sup>13</sup>~~17~~ of the specification with the following:

KS  
01/19/11

-- A social network system and method performed by a social network system accessible over a data network with a plurality of data input devices connectable to said data network, said social network system including at least one host computer and a database of entity data records each relating to a corresponding user entity and containing one or more entity attributes including at least one identifying characteristic of said corresponding user entity,

said method providing a given user entity with a virtual, unique, private, personal, social network (hereinafter 'social network') formed from connections between contacts, said contacts being other user entities connected directly or indirectly to said first user entity; said method including:

- communicating an invitation from a first user entity to one or more other user entities selected by said first user entity for inclusion in the first user entity's social network as a contact;
- recording, in said database, each user entity accepting said invitation as being a direct contact directly connected to the first user entity by a first degree of separation;
- determining that for:
  - any second user entity directly connected to the first user entity and